



WPTV

## ORDER

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Flight Dates 10/26/12-11/06/12

<u>Contract / Revision</u>	<u>309963</u>	<u>/</u>	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>			<u>Allen West for Congress</u>	<u>Estimate #</u>	<b>Order # 692</b>
	09/04/12	09/05/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	<b>West / Republican / Congress</b>			<u>Order Type</u>	GENERAL
			<b>3299 K Street NW - Suite 200</b>	<u>Billing Cycle</u>	EOM/EOC
			<b>Washington, DC 20007</b>	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	<b>Strategic Media Services</b>			<u>Demographic</u>	A25-54
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL POL CAND
<b>3299 K Street NW - Suite 200</b>			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL
<b>Washington, DC 20007</b>			<u>Agency Ref</u> 2	<u>Priority</u>	FX
				<u>Advertiser Ref</u>	

Primary Account Executive

Marta Salazar-Perren

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Marta Salazar-Perren	100%		

Order Share 40% Market Value 285312

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
CABLE	%	0
UNKWN	60%	171187
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

**Order Totals**

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	17	\$16,022.50	\$18,850.00	0.00	10/01/12	10/28/12	17	\$16,022.50	\$18,850.00
November 2012	82	\$80,983.75	\$95,275.00	0.00	10/29/12	11/06/12	82	\$80,983.75	\$95,275.00
<b>Totals</b>	<b>99</b>	<b>\$97,006.25</b>	<b>\$114,125.00</b>	<b>0.00</b>					

**Billing Plan**

<u>Totals</u>															
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
N 1	WPTV	10/26/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	11111--	:30	5	\$500.00	FX	0.00	NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	1- 111--		4	\$500.00			0.00					
		Week: 11/02/12	11/08/12	11 - - 1--		3	\$500.00			0.00					
N 2	WPTV	10/26/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/26/12	11/01/12	111- 1--		4	\$1,200.00			0.00					



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Flight Dates 10/26/12-11/06/12

Hiatus Dates

Original Date / Revision 09/04/12/ 09/05/12

Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order # 692

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WPTV	10/26/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	11111--	:30	5	\$1,200.00	FX	0.00	NM	7	\$8,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 11--1-- 3 \$1,200.00 0.00															
N 3	WPTV	10/26/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$1,500.00	FX	0.00	NM	7	\$10,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 11111-- 5 \$1,500.00 0.00															
Week: 11/02/12 11/08/12 -1--1-- 2 \$1,500.00 0.00															
N 4	WPTV	11/03/12	11/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 -----S- 1 \$725.00 0.00															
N 5	WPTV	11/03/12	11/06/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 -----S- 1 \$500.00 0.00															
N 6	WPTV	11/03/12	11/06/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 -----S 1 \$1,075.00 0.00															
N 7	WPTV	11/03/12	11/06/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 -----S 1 \$2,500.00 0.00															
N 8	WPTV	10/26/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$650.00	FX	0.00	NM	5	\$3,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 --1-1-- 2 \$650.00 0.00															
Week: 11/02/12 11/08/12 11--1-- 3 \$650.00 0.00															
N 9	WPTV	10/26/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	11111--	:30	5	\$425.00	FX	0.00	NM	4	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 --1-1-- 2 \$425.00 0.00															
Week: 11/02/12 11/08/12 1---1-- 2 \$425.00 0.00															
N 10	WPTV	10/26/12	11/06/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 1-11--- 3 \$500.00 0.00															
Week: 11/02/12 11/08/12 1---1-- 2 \$500.00 0.00															
N 11	WPTV	10/26/12	11/06/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$425.00	FX	0.00	NM	4	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 -1-11-- 3 \$425.00 0.00															
Week: 11/02/12 11/08/12 -1----- 1 \$425.00 0.00															
N 12	WPTV	10/26/12	11/06/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	:30	5	\$350.00	FX	0.00	NM	4	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 1-1---- 2 \$350.00 0.00															
Week: 11/02/12 11/08/12 1---1-- 2 \$350.00 0.00															
N 13	WPTV	10/26/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$725.00	FX	0.00	NM	5	\$3,625.00



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Hiatus Dates

Original Date / Revision 09/04/12 / 09/05/12

Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order # 692

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N13	WPTV	10/26/12	11/06/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11111--	:30	5	\$725.00	FX	0.00	NM	5	\$3,625.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	1- - 11--	3	\$725.00	0.00										
Week: 11/02/12	11/08/12	1- - - 1--	2	\$725.00	0.00										
N14	WPTV	10/26/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00	NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	1- - 11--	3	\$1,600.00	0.00										
Week: 11/02/12	11/08/12	1- - - - -	1	\$1,600.00	0.00										
N15	WPTV	10/26/12	11/06/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,600.00	FX	0.00	NM	4	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	- 111---	3	\$1,600.00	0.00										
Week: 11/02/12	11/08/12	- - - 1--	1	\$1,600.00	0.00										
N16	WPTV	10/26/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$1,800.00	FX	0.00	NM	6	\$10,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	11- 11--	4	\$1,800.00	0.00										
Week: 11/02/12	11/08/12	1- - - 1--	2	\$1,800.00	0.00										
N17	WPTV	10/26/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$3,000.00	FX	0.00	NM	4	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	-- 1- 1--	2	\$3,000.00	0.00										
Week: 11/02/12	11/08/12	1- - - 1--	2	\$3,000.00	0.00										
N18	WPTV	10/26/12	11/06/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	-----S-	1	\$850.00	0.00										
Week: 11/02/12	11/08/12	-----S-	1	\$850.00	0.00										
N19	WPTV	10/26/12	11/06/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	2	\$1,700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	-----S	1	\$850.00	0.00										
Week: 11/02/12	11/08/12	-----S	1	\$850.00	0.00										
N20	WPTV	10/26/12	11/06/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	FX	0.00	NM	4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	111----	3	\$950.00	0.00										
Week: 11/02/12	11/08/12	1- - - - -	1	\$950.00	0.00										
N21	WPTV	10/26/12	11/06/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	FX	0.00	NM	4	\$3,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	1- - 11--	3	\$950.00	0.00										
Week: 11/02/12	11/08/12	1- - - 1--	1	\$950.00	0.00										
N22	WPTV	10/26/12	11/06/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$1,400.00	FX	0.00	NM	5	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12	11/01/12	1- 1- 1- 1--	3	\$1,400.00	0.00										
Week: 11/02/12	11/08/12	1- - - 1--	2	\$1,400.00	0.00										
N23	WPTV	10/26/12	11/01/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00



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Hiatus Dates

Original Date / Revision 09/04/12 / 09/05/12

Order Sep 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order # 692

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N23	WPTV	10/26/12	11/01/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,400.00	FX	0.00	NM		1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/26/12 11/01/12 -----S- 1 \$1,400.00 0.00																
N24	WPTV	10/26/12	11/01/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM		1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/26/12 11/01/12 -----S 1 \$1,000.00 0.00																
N25	WPTV	10/26/12	11/06/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$575.00	FX	0.00	NM		4	\$2,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/26/12 11/01/12 -1-11-- 3 \$575.00 0.00																
Week: 11/02/12 11/08/12 -----1-- 1 \$575.00 0.00																
N26	WPTV	11/02/12	11/06/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM		1	\$1,350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 11/02/12 11/08/12 -----S- 1 \$1,350.00 0.00																
N27	WPTV	11/02/12	11/06/12	NBC Monday Prime the voice	CM	8-11p	M-----	:30	1	\$4,000.00	FX	0.00	NM		1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 11/02/12 11/08/12 M----- 1 \$4,000.00 0.00																
N28	WPTV	10/26/12	11/01/12	Wednesday Prime C chicago fire	CM	10-11p	--W----	:30	1	\$2,500.00	FX	0.00	NM		1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 10/26/12 11/01/12 --W--- 1 \$2,500.00 0.00																
N29	WPTV	11/02/12	11/06/12	Friday Prime C dateline	CM	10-11p	---F--	:30	1	\$2,500.00	FX	0.00	NM		1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 11/02/12 11/08/12 ---F-- 1 \$2,500.00 0.00																
N30	WPTV	11/02/12	11/06/12	Notre Dame Notre Dame	CM	12p-11p	-----S-	:30	1	\$600.00	FX	0.00	NM		1	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 11/02/12 11/08/12 -----S- 1 \$600.00 0.00																
N31	WPTV	11/02/12	11/06/12	NFL Game NFL Game	CM	4p-12a	-----S	:30	1	\$3,500.00	FX	0.00	NM		1	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 11/02/12 11/08/12 -----S 1 \$3,500.00 0.00																
														Totals	99\$114,125.00	